

# What's New?

## Press Releases and Newsletters

### Release Date:

October 2003

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## LATICRETE INTERNATIONAL OFFERS LIFETIME RESIDENTIAL WARRANTY

LATICRETE International, Inc. is presenting the LATICRETE® Lifetime Residential Warranty with products listed under the LATICRETE® Residential Tile & Stone Installation Solutions.

No other company producing installation systems for ceramic tile and natural stone has ever offered a program such as this!

The LATICRETE Residential Tile & Stone Installation Solutions, which include LATICRETE products necessary for a successful residential installation, help to eliminate: water damage, conditions that promote mold growth, loose or cracked tiles, and grout joints that are difficult to maintain.

Through the LATICRETE Lifetime Residential Warranty, LATICRETE ensures that all materials of LATICRETE Residential Tile & Stone Installation Solutions will be free from manufacturing defects and will not break down or deteriorate under normal usage for the life of the residence when installed in accordance with LATICRETE's written specifications and industry standard guidelines.

For this limited warranty to apply, the applications that comprise the installation must be performed with the products listed under the LATICRETE Residential Tile & Stone Installation Solutions.

Products included in the LATICRETE Lifetime Residential Warranty are the following: LATICRETE® Watertight Floor N' Wall Waterproofing Membrane with Microban®, LATICRETE® 9235 Waterproofing Membrane, LATICRETE® Blue 92 Anti-Fracture Membrane, LATICRETE® Crack Suppression Kit, LATICRETE® 255 MultiMax Multipurpose Thin-Set Mortar, LATICRETE® 254 Platinum Multipurpose Thin-Set Mortar, LATAPOXY® 300 Epoxy Adhesive, LATICRETE® 333 Super Flexible Mortar Additive, LATICRETE® 272 Premium Floor N' Wall Thin-Set Mortar or LATICRETE® 317 Floor N' Wall Thin-Set Mortar, LATICRETE® SpectraLOCK Grout and LATICRETE® Latasil Tile and Stone Sealant.

"People want more tile and stone in their homes today," stated Kathleen Scranton, LATICRETE Marketing Manager. "Because of that, it is imperative that these surfacing materials are installed correctly. Our Lifetime Residential Warranty is the best insurance these people can have relative to this concern."

LATICRETE International is a global leader in the manufacture of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For additional information in the USA contact LATICRETE toll free:



(800) 243-4788 ext 235, or outside the USA: (203) 393-0010, ext 235. For in-depth technical support and answers to your installation or application questions call toll free: (800) 243-4788 in the USA or (203) 393-0010 from anywhere in the world. For literature 24 hours a day call toll free (800)-359-3297 in the USA, Outside the USA, (203) 393-0015 ext. 360. E-mail: [support@laticrete.com](mailto:support@laticrete.com). Comprehensive LATICRETE and industry information can be found on the web at: [www.laticrete.com](http://www.laticrete.com) LATICRETE® is a registered trademark of LATICRETE International, Inc.

The logo features the word "LATICRETE" in a bold, blue, sans-serif font. To the right of the text is a small square icon containing a white triangle pointing to the right. The entire logo is set against a background of a light blue grid pattern that is tilted diagonally across the page.

**LATICRETE** 